

Developing People Through

Learning

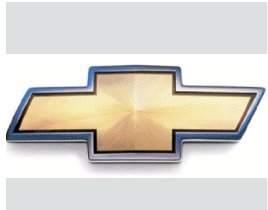
Victoria Jones

Dean

Leadership College



GM University



HUMMER®

GMC



SATURN



VAUXHALL



GM Goodwrench Service

GMAC

FIAT

SUBARU®



OnStar®

SUZUKI

ISUZU



Key Facts

- ✓ **\$185 Billion in Revenues**
- ✓ **Operations in 30 countries**
- ✓ **World's largest vehicle manufacturer**
- ✓ **Sales in 190 countries**
- ✓ **15% of world market**
- ✓ **325,000 employees**
- ✓ **Global Alliances: Fiat, Fuji, Isuzu, Suzuki**
- ✓ **12 global vehicle brands, 4 service brands, GM Electromotive, GMAC, OnStar**



What It Means To Be a Leader

“Leaders must know and stay on top of their business, and they must be proactive in driving for results. Good leaders don’t wait for issues to arise, they anticipate them. They help solve problems. They listen to people and coach them.”



What is GMU?



GMU is a global network of learning resources designed to help employees improve their competitive performance to conduct and grow the business of General Motors

GMU has 14 functional colleges charged with developing curricula tailored to the professional needs and unique challenges facing GM employees



Not a place -- a Network

Mission

Provide leading edge learning resources for developing personal and professional excellence resulting in technical and business leadership

Facts

- Established in 1997
- 14 functional colleges
- 2,200 courses for 82,500 professional employees
- 760,960 total hours of learning by 150,700 learners
- 209,309 hours via web
- 750,000 hours via Interactive Distance Learning

Our Operating Strategy...

- Aligned to GM's global functions
- Link learning to business results
- Improve global leverage and access
- Improve quality, productivity, financial performance
- Increase e-Learning & blended learning
- Focus on Leadership curriculum & PMP
- Enable key cultural change



Development at GM



Diverse Range of Delivery Options

- **Traditional classroom-based**
- **Web-based**
 - SkillSoft
 - Netg
 - Harvard Manage Mentor
 - eMBA
- **GMU Distance Learning**
- **Audio-based**



Classroom

- **Leadership & Supervision Fundamentals (#12009)**
Required for new supervisors. Learn to manage the performance of others through establishing performance expectations, developing job skills, giving constructive feedback, handling defensive & emotional behaviors, and taking corrective action.
- **Coaching for Success (#15292)**
Recommended for supervisors & managers. Develop & enhance coaching skills through real-life situations and role-play scenarios.
- **Management Development (#2246)**
Recommended for supervisors & managers. Understand behavioral styles to enhance interpersonal communications. Includes modules covering leadership, motivation, change, feedback, conflict, and empowerment.



Classroom (continued)

- **Foundations of Leadership (#14797)**

Recommended for supervisors & managers. Learn 20 proven leadership best practices in a highly interactive environment. Topics include interpreting internal & external environmental conditions, shaping a work-group vision, mobilizing & aligning efforts around a common mission, & inspiring others to achieve & sustain results.

- **The Global Leader (#18470)**

Recommended for supervisors & managers. Refine your role in providing leadership to achieve maximum results through people. Focus is on the direction of the company in terms of vision, values, leadership competencies, & priorities. Emphasis on relationships, partnerships, & working together to achieve business results.



Classroom (continued)

- **GM Managers Program** (under development)

Targeted for high-contributor managers globally. Content is based around the execution of strategy, operations, & people. Linked to key business strategies & results. Integration of business cases focused on real issues facing the company.

Rollout anticipated to begin September, 2004.



Web-based - SkillSoft

- Comprehensive library of over 600 courses
- Self-directed & internet-based
- Problem solving experiential learning
- Utilizes increasing complexity of examples, case studies, simulated role plays, & mastery assessments
- Requires 70% correct answers to receive credit
- No tuition charge



Web-based – SkillSoft Topic Groups

- **Communication**
- **Customer Relationships**
- **Finance/Accounting**
- **Human Resources**
- **Leadership**
- **Management**
- **Operations**
- **Personal Development**
- **Project Management**
- **Sales**
- **Strategic Planning**
- **Team Building**
- **Knowledge Management**
- **E-Learning**
- **Administrative Support**



Web-based - Netg

- On-line computer software training
- Content features current Microsoft software applications
- No tuition charge



Web-based – Harvard Manage Mentor

- Self-directed & intranet-based
- Just in time performance support tools / job aids
- 24 awareness/skill building subject areas
- Contains actionable steps, tips, & suggestions for immediate application
- No tuition charge
- Training credit not available



Harvard Manage Mentor Subject Areas

- Assessing Performance
- Capitalizing on Change
- Coaching
- Delegating
- Finance Essentials
- Focusing on your Customer
- Giving & Receiving Feedback
- Hiring
- Keeping Teams on Target
- Leading a Team
- Leading & Motivating
- Making a Presentation
- Managing Difficult Interaction
- Managing for Creativity
- Managing Upward
- Managing Your Time
- Negotiating
- Preparing a Business Plan
- Project Management
- Running a Meeting
- Setting Goals
- Solving Business Problems
- Working with a Virtual Team
- Writing for Business



MBA Portfolio Strategy

eMBA

- *New York Institute of Technology*

Evening, weekend, executive MBA

- *Local universities*

Tech Ed Program

- *Distance Learning*

Traditional on campus programs

- *Local universities*



eMBA:

***New York Institute of
Technology***

- Fully accredited university
- 100% Online
- Problem-Centered learning approach
- Over 260 enrolled in the program



GMU Distance Learning

- Live, instructor-led training via satellite
- Enroll through CTIS/GMU Online
- Wide range of course topics:
 - Supplier Cost Systems Overview
 - IGS Series
 - Collaborative Negotiations
 - SmartLease Acquisitions
 - The Lost Art of Resolving Conflict
 - The Negativity Trap
 - Stress Management
 - Understanding RONA & Other Key Financial Metrics
 - Statistical Analysis



Audio – Talking Book World

CDs/cassettes available via online ordering
\$15.00 per CD/cassette set – charged to business unit

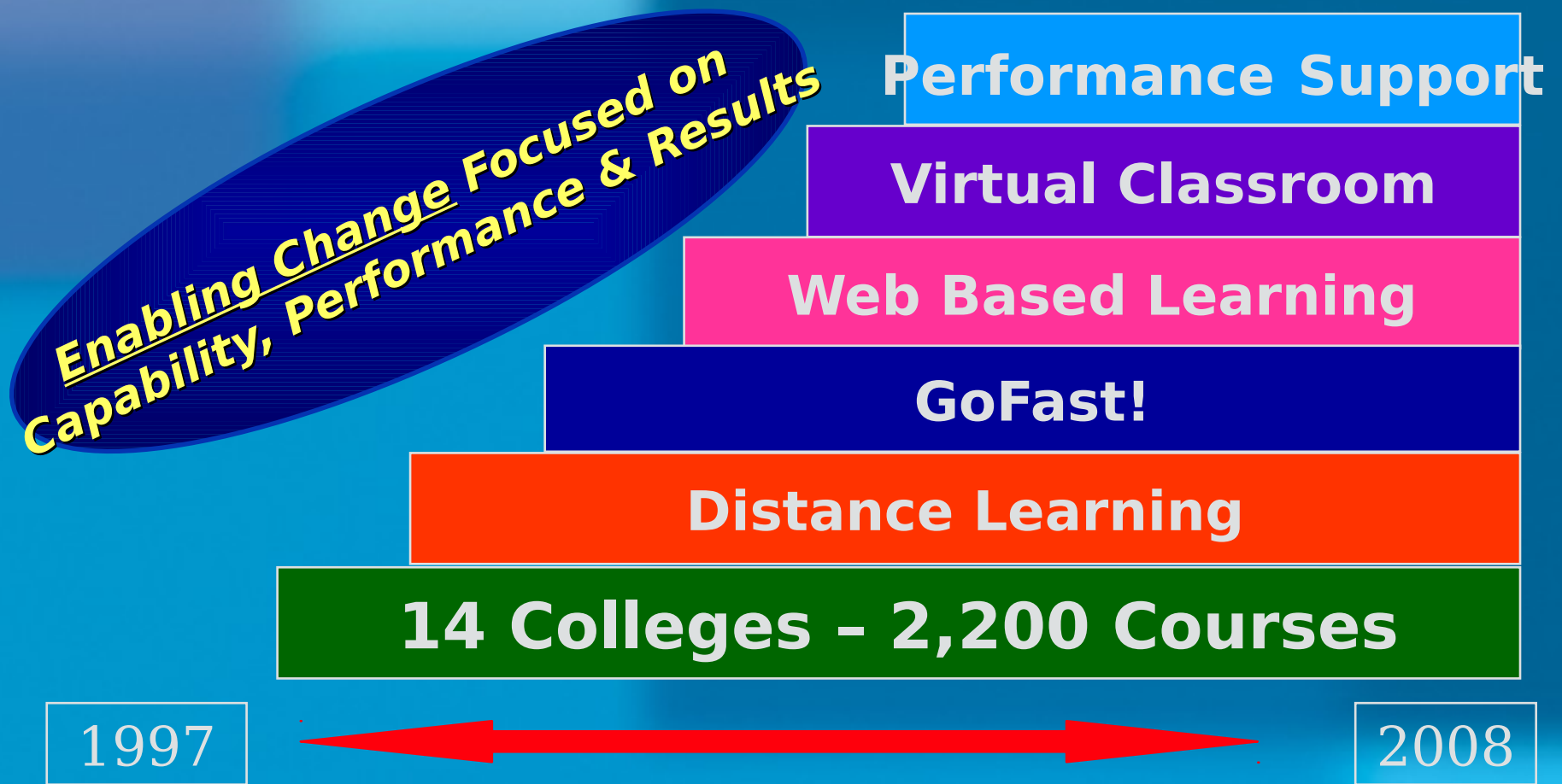
Eligible for training credit

14 topic categories

- Communications
- E Business
- Finance
- Human Resources
- Information Systems & Services
- Leadership
- Manufacturing
- Marketing
- OTD
- Planning
- Professional & Personal Development
- Quality
- Sales, Service, & Parts
- World Wide Purchasing



Learning Strategy



Each Step Has Improved Effectiveness, Speed and Cost Efficiencies Through Reduction in Fragmentation, Redundancies & Misalignment



“The people who learn today
and the companies that encourage
them to learn . . . will be the winners
in the future

